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May 3, 2010

TO: Each Supervisor

FROM: Jonathan Fielding, MD, MPH *J. Fielding m*
Director and Health Officer

SUBJECT: **UPDATE ON PLAN TO ENHANCE AND IMPROVE H1N1 OUTREACH TO
LOS ANGELES COUNTY'S AFRICAN AMERICAN POPULATION**

On December 15, 2009, a motion authored by Supervisor Ridley-Thomas and approved by the Board instructed the Chief Executive Office (CEO) and the Department of Public Health (DPH) to develop and implement a plan to improve H1N1 outreach to African American residents within the County of Los Angeles with the end goal of increasing vaccination rates. The plan was submitted to the Board on December 31, 2009. This is an update on the progress made through the multifaceted approach as outlined in the DPH plan.

The goals of the project plan are three-fold: 1) to expand outreach and engagement activities in the African American community in order to increase influenza vaccination among African Americans in Los Angeles County; 2) to increase the understanding of health risks from influenza in general, with a focus on prevention and containment strategies; and 3) to improve communication within the African American community on influenza and the safety of the H1N1 vaccination.

These efforts are intended to result in an increased number of H1N1 and seasonal influenza vaccinations being accessed by African American residents. An equally important measure of the project's success is improvement of DPH's communication and engagement capabilities to educate and effectively educate African American residents about healthy practices related to influenza vaccination and other preventative health issues. This project is designed to establish vital community-level connections and promote DPH as a trusted source of H1N1 and seasonal influenza information. A complete list of the agencies and clinics that DPH has contracted with for this project is contained in Attachment I.

H1N1 UPDATE

Currently, no states, including California, are reporting widespread H1N1 activity. H1N1 activity in California remains classified as "sporadic."

In Los Angeles County, the percentage of positive flu tests remains well below the 2007-08 and 2008-09 flu season levels. While outbreaks of flu have significantly decreased since November 2009, DPH continues to recommend and make available the H1N1 vaccine to all residents through the following multiple approaches:

- DPH health centers offer vaccine by appointment and walk-in availability;
- Countywide, targeted, and specialized outreach events are conducted by DPH Public Health nurses;
- Distribution of vaccine to private health care providers throughout the County. (The majority of the vaccination effort has been and is occurring in the private sector, which is not required to report the number or demographics of the vaccine doses administered to DPH); and
- Distribution of materials that have been designed specifically for targeted African-American outreach.

Given the decreased level of H1N1, DPH and contracted partners are stressing the importance and encouraging residents to get both H1N1 and seasonal flu vaccinations. For the first time ever, the federal Advisory Committee on Immunization Practices has recommended that all people over six months of age receive a seasonal influenza vaccine. DPH and partners are also raising awareness about the importance of annual seasonal flu vaccine.

DPH EFFORTS

H1N1 Vaccination to Date

As of April 4, 2010, DPH has administered approximately 230,000 doses of H1N1 vaccine. While the majority of these doses (approximately 195,000) were administered through large public vaccination clinics last fall, DPH health centers have played a significant role in vaccinating hard-to-reach populations, including African Americans. DPH health centers have been offering H1N1 vaccine since December 21, 2009, and continue to promote vaccination to all of their clients, especially those at higher risk. Of the total doses administered by DPH, approximately 11,000 were administered through the health centers and an additional 24,000 were administered through Service Planning Area (SPA) outreach events conducted by DPH Public Health nurses. Data on race/ethnicity from these efforts are being tracked and compiled. An analysis of these data will be completed at the end of June 2010 and will be included in a report to the Board.

School Based Vaccination

School based vaccination clinics have occurred at 135 schools since early November 2009. Of those, 17 have taken place at schools with higher percentages of African American students. Vaccine was administered at no cost and coordinated through DPH. Future vaccination clinics are currently being planned and coordinated by DPH at multiple schools within the Inglewood Unified School District. Data on race/ethnicity from these efforts is being tracked and compiled and will be included in a report to the Board.

SPA Outreach Activities

As part of the ongoing DPH response to H1N1, each SPA is conducting targeted outreach events to promote and administer the H1N1 vaccine. Through coordinated efforts with community stakeholders, the SPAs have engaged the African American community to increase their rates of H1N1 vaccination. Community stakeholders include: schools, faith-based organizations, community-based organizations, skilled nursing facilities, day care centers, senior centers, community centers, local government, and first responder agencies. These outreach efforts have been taking place across the county.

An estimated 1,600 vaccinations have been provided at 35 SPA H1N1 outreach events tailored and targeted to African Americans. See Attachment II for a current list of these completed and scheduled vaccine outreach events.

Community Presentations on H1N1

Presentation requests have declined since the height of the H1N1 pandemic; however, requests continue to be received for DPH subject matter experts to speak about the importance of H1N1 vaccinations. Since May 3, 2009, DPH personnel had conducted 199 presentations on H1N1. To increase the likelihood of reaching African Americans, 30% of these speaking engagements have been held in SPAs 6 and 8, in which the largest proportion of African American reside. When presenting to groups with large numbers of African Americans, presenters can utilize a toolkit that has been tailored to reach African American families, which includes a presentation set of slides, various flyers, and a poster. Attachment VII is a sample of the contents in the toolkit.

Community Events & Media

In an effort to bring vaccine directly to African American community members, DPH coordinated, and in some instances, provided onsite vaccination at cultural and community service events in early 2010. These events were designed to draw predominantly African American attendees. For example, on January 18, 2010, DPH partnered with T.H.E. Clinic, Inc. which provided no-cost H1N1 vaccinations onsite at the Martin Luther King Parade. Similarly, on January 15, 2010, DPH partnered with Watts HealthCare Corporation to provide free H1N1 vaccinations at the Southern Christian Leadership Conference's Interfaith Prayer Breakfast. See Attachment III, for a complete list of community vaccination events coordinated by DPH.

In order to reach the target population, DPH advertised these events through multiple media channels. To do so, DPH contracted with Clear Channel Communications, who then sub-contracted with Voices, Inc., an advertising agency that specializes in media placement and outreach targeting African American communities. Attachment IV contains a summary of Voices, Inc.'s project objectives.

To date, media efforts to promote H1N1 vaccination within the African American community have included: running African American targeted H1N1 vaccination messages on Black Entertainment Television (BET); running a targeted public service announcement as a movie trailer promoting H1N1 vaccination at the Magic Johnson Theaters; running a public service announcement on a media delivery system in local African American hair salons and barbershops; running African American targeted radio messages on Hot Radio (KJLH); and placing print messages to promote H1N1 vaccination and access to free or low cost vaccination in targeted African American community newspapers such as the *Los Angeles Sentinel*, the *Los Angeles Wave*, and *Our Weekly*. Attachment V is the copy from the newspaper advertisements. Attachment VI contains two African American newspaper articles that covered recent H1N1 vaccination activities.

COMMUNITY BASED PARTNERS

As detailed in DPH's plan, several organizations were identified as potential contracted partners to improve and deepen the reach of DPH's vaccination messages, embed outreach efforts, and signify support from trusted agencies currently serving African Americans. Most of the agencies that were identified in the plan have agreed to partner on this initiative. Listed below are the agencies that have contracted with DPH to conduct community and individual level educational outreach to African American residents on the importance of H1N1 and seasonal flu vaccination and to refer these residents to low or no cost vaccine providers.

Contracts have been executed with: the Immunize LA Families Coalition; INMED (formerly MotherNet L.A.); SHIELDS for Families; Community Health Councils; Mission City Community Network (a Black Infant Health provider agency); and The Children's Collective, Inc (a Black Infant Health provider agency). All agencies attended a H1N1 contractor training provided by DPH (detailed later in this update) and have begun outreach activities using materials provided by DPH to connect with their clients, staff, members, and African American community members.

Attachment IV is a summary of the objectives required for all partner contracts, including each of the outreach partners listed above.

SAFETY NET HEALTHCARE PROVIDER PARTNERS

As also detailed in DPH's project plan, several clinical providers were identified as potential contracted partners to offer H1N1 vaccination in African American communities through clinic settings, or via a mobile unit. These agencies were identified because of existing clinical service provision to underserved and minority populations, specifically African Americans.

Listed below are the agencies that have contracted with DPH to provide H1N1 vaccine directly to the community through clinic sites or mobile units. Contracts have been executed with: T.H.E. Clinic, Inc.; South Central Family Health Center; Watts HealthCare Corporation; St. Francis Medical Center Foundation; and Cedar-Sinai Medical Center's COACH for Kids. These agencies have all attended the H1N1 contractor training provided by DPH and are providing H1N1 vaccination to the community. Attachment IV summarizes the objectives required in these vaccine delivery partner contracts.

PROJECT OUTCOMES

Provided Fiscal Support to External Partners to Increase Outreach and Vaccinations among African American Residents of Los Angeles County

DPH negotiated and established contract agreements with twelve community level partners with the following purposes: to improve H1N1 and seasonal flu vaccination message dissemination; to implement and deliver direct outreach activities in African American communities; and to refer African American residents to vaccine access points, and/or provide H1N1 vaccine to African Americans through local clinics and mobile units.

Contractor Training

DPH provided contractor training to the agencies specific to this initiative. The training was offered three times for the convenience of contractors. The training included providing agency staff with an evidence-based foundation for effective outreach to improve vaccination rates over time in the specified population, distributing tailored and targeted materials created for the project (including presentations, flyers, posters, and templates for further material development), consolidating and coordinating outreach activities conducted in the community, and building relationships between DPH and the partners to advance the goals of the project and create a foundation for long-term collaboration to increase preparedness and improve health in Los Angeles County.

In addition, during the trainings sessions, DPH requested and received feedback from the partner agencies on how to improve messaging to address specific concerns and barriers among African Americans regarding H1N1 vaccination. Also, a portion of the training sessions was dedicated to discussion about effective coordination methods DPH and the partner agencies would utilize to maximize outreach and vaccination services delivered from the project.

African American Toolkit and Materials

DPH developed an "African American H1N1 Outreach Toolkit" to be used by all partners. The toolkit consists of materials tailored to reach African American residents, and includes flyers, brochures, and posters. The toolkit ensures promotion of consistent, effective, DPH-approved messages and uniform outreach goals while supporting contracted partner activities. Partnering agencies have been using the toolkit to conduct outreach to their clientele, staff, networks, and new community contacts. Attachment VII is the toolkit's catalog, which lists all materials included in the toolkit.

Materials developed for the toolkit have been consistently revised with the latest H1N1 information and modified to reflect myths and barriers discussed by partner agencies during the contractor training sessions. A core component of the toolkit is a tailored PowerPoint presentation for partners to use at outreach activities, community events, or group and individual educational sessions. The presentation allows the agencies to highlight any relevant issues or barriers significant to the audience participating in the specific event or session.

SUMMARY

The steady decline of H1N1 circulating nationwide and countywide has reduced the general public's perception of urgency to get vaccinated. While the lack of perceived urgency presents a challenge in continuing to vaccinate, the outreach activities being conducted for this initiative continue to aggressively promote H1N1 vaccination as an important component for one's well-being, emphasize vaccine safety and effectiveness, and educate residents about vaccine access points. A final project report will be compiled for the Board at the close of all the contract periods. The report will contain: race/ethnicity data for all DPH vaccinations; quantitative results on targeted outreach activities conducted by DPH and partner agencies; and recommendations for future activities specific to engaging African American residents and reduce disparities in vaccination uptake.

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If you have any questions or need additional information, please let me know.

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Attachments

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

Clinic partners

- South Central Family Health Center: March 23, 2010 to May 31, 2010
- T.H.E. Clinic, Inc.: March 23, 2010 to May 31, 2010
- Watts Health Care Corporation: March 23, 2010 to May 31, 2010

Mobile Unit partners

- Cedars-Sinai Medical Center (COACH for Kids): March 23, 2010 to May 31, 2010
- St. Francis Medical Center Foundation: March 23, 2010 to May 31, 2010

Media partner

- Clear Channel Communications (subcontract with Voices, Inc.): February 24, 2010 to June 30, 2010

Outreach partners

- The Children's Collective, Inc.: March 31, 2010 to July 30, 2010
- Community Health Councils, Inc.: February 17, 2010 to July 30, 2010
- Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center (Immunize LA): March 2, 2010 to May 31, 2010
- INMED Partnerships for Children: February 17, 2010 to May 31, 2010
- Mission City Community Network, Inc.: February 22, 2010 to July 30, 2010
- Shields for Families, Inc.: February 17, 2010 to May 31, 2010

Schools (including daycare, K-12, college/university)

Cochran Middle School (SPA 4) – Event held 12/14/10
Muir Middle School (SPA 6) – Event held 12/14/10
Centennial High School (SPA 6) – Event held 1/18/10
Cal State University, Dominguez Hills (SPA 8) – Event held 1/23/10
Amino Pat Brown (SPA 6) – Event held on 2/3/10
Amino Leadership Charter High School (SPA 6) – Event held 2/5/10
Amino Locke 4 (SPA 6) – Event held 2/8/10
Amino Ralph Bunche (SPA 6) – Event held 2/9/10
University High School (SPA 5) – Event held 2/19/10
Optimal Christian Academy (SPA 6) – Event held 2/20/10
Inglewood High School (SPA 8) – Event held 3/6/10
Kelso Elementary School (SPA 8) – Event held 3/16/10
Frank D. Parent K-8 School (SPA 8) – Event held 3/18/10
La Tijera K-8 School (SPA 8) – Event held 3/23/10
Oak Street Elementary School (SPA 8) – Event held 3/24/10
Bennett-Kew Elementary School (SPA 8) – Event held 3/30/10
Highland Elementary School (SPA 8) – Event held 3/31/10
Palmdale School District (SPA 1) – Continuously available at school
Wilsona School District (SPA 1) – Continuously available at school
Southwest College (SPA 8) – Date pending
Amino South Los Angeles (SPA 6) – Date pending
Amino Locke Tech (SPA 6) – Date pending
Amino Watts (SPA 6) – Date pending
Amino Locke 1 College Preparatory (SPA 6) – Date pending
Amino Locke 2 College Preparatory (SPA 6) – Date pending
Amino Locke 3 (SPA 6) – Date pending
Amino Locke ACE Academy (SPA 6) – Date pending
Locke Launch to College Academies (SPA 6) – Date pending
Avalon-Carver Community Center (SPA 6) – Date pending

Faith Based Organizations

New Life In Christ COGIC (SPA 6) – Event held 1/30/10
Peace Apostolic Church (SPA 8) – Event held 1/31/10
Faithful Central Bible Church (SPA 8) – Event scheduled for 2/14/10
Los Angeles Adventist Academy (SPA 6) – Event held 2/18/10
Holy Name (SPA 6) – Event held 2/21/10
New Mount Calvary (SPA 6) – Event held 2/21/10
Central Baptist Church (SPA 8) – Event held 3/7/10
First Church of God (SPA 8) – Event scheduled for 4/11/10
St Brigets (SPA 6) – Date pending
Inglewood South Christian Church (SPA 8) – Date pending
Lennox Methodist Church (SPA 8) – Date pending

Inglewood South Christian Church (SPA 8) – Date pending
Lennox Methodist Church (SPA 8) – Date pending

Community Based Organizations

Lancaster WIC (SPA 1) – Event held on 1/27/10
OPCC Services/Shelters (SPA 5) – Event held on 1/29/10
Race for Life (SPA 8) – Event held on 1/30/10
Palmdale WIC (SPA 1) – Event held on 2/3/10
Community Build Youth and Community Center (SPA 6) – Event held 2/19/10
WECONNECTLA (SPA 8) – Events held 3/26-3/28/10

Senior Centers

Rancho Dominguez Service Center (SPA 6) – Event held on 2/2/10
Altadena Senior Center (SPA 3) – Event held 2/17/10
Inglewood Senior Center (SPA 8)– Event scheduled for 2/20/10

Community Events

Community Day Fair (SPA 6) – Event held 1/16/10
Watts Healthy Farmers Market (SPA 6) – Event held 2/6/10

Other

Step Up On Second (SPA 5) – 2/16/10
Compton-WIC (SPA 6) – Event held 2/17/10
United States Postal Office (SPA 6) – Event held 2/24/10
Carson South Bay Pavillion (SPA 8) – Event held 2/28/10
City of Inglewood (SPA 8) – Event held 3/20/10
Del Amo Fashion Center (SPA 8) – Date pending

H1N1 Media Efforts

- Newspaper advertising buys for three-week rotation were made in the following local papers: *The Wave*, *LA Watts Times*, *LA Sentinel*, *Our Weekly*, *Californian Crusader*, *Compton Bulletin*, *Carson Bulletin*, *LA Bulletin*, *Lynwood Journal*, *Inglewood Tribune*, *Wilmington Beacon*, *LB Californian*, and *LA Focus*.
- During Black History Month, radio DJs at KJLH made on-air mentions of the vaccine clinics. KJLH also is running Dr. Brooks' public service announcement (PSA).
- For the launch of the film "Cop Out," an H1N1 rap PSA developed by the Boston Public Health Department ran in Magic Johnson Theaters.
- The H1N1 rap PSA developed by the Boston Public Health Department was placed in a rotation in local African American hair salons and barbershops for four weeks through the Urban Beauty Collective.

Material Distribution Efforts

Schools:

Ethel Bradley Early Education Center (1/5/10) - 350 materials (including "Wash Your Hands" materials, "Take Care of Yourself At Home" information sheets, and H1N1 vaccine during pregnancy information sheets).

Maxine Waters Employment Preparation Center (1/5/10) - 300 "Wash Your Hands" materials.

Greater Watts Child Care Center (1/14/10) - 1000 materials (including "Wash Your Hands" materials, "Take Care of Yourself At Home" information sheets, and H1N1 vaccine during pregnancy information sheets).

Saint Lawrence Brindisi (1/14/10) - 300 materials (including "Staying Healthy", "Wash Your Hands", and "Where & When to Get Vaccination" information sheets).

Faith-Based Organizations:

West Angeles Church (1/8/10) - ~13,000 materials (including H1N1 bookmarks, H1N1 vaccine during pregnancy information sheets, priority group information sheets, "What You Should Know" information sheets, "Take Care of Yourself At Home" information sheets, H1N1 vaccination promotion posters, and reusable thermometers with cold versus flu educational messages).

Brookins Community Church (2/5/10) - ~5,000 materials (including H1N1 bookmarks, H1N1 vaccine during pregnancy information sheets, priority group information sheets, "What You Should Know" information sheets, "Take Care of Yourself At Home" information sheets, H1N1 vaccination promotion posters, and reusable thermometers with cold versus flu educational messages).

Mt. Tabor Missionary Baptist Church (2/5/10) - ~5,000 materials (including H1N1 bookmarks, H1N1 vaccine during pregnancy information sheets, priority group information sheets, "What You Should Know" information sheets, "Take Care of Yourself At Home" information sheets, H1N1 vaccination promotion posters, hand sanitizer and reusable thermometers with cold versus flu educational messages).

Mount Moriah Baptist Church (2/5/10) - ~29,000 materials (including H1N1 bookmarks, H1N1 vaccine during pregnancy information sheets, priority group information sheets, "What You Should Know" information sheets, "Take Care of Yourself At Home" information sheets, H1N1 vaccination promotion posters, and hand sanitizer).

City of Refuge (2/19/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

West Angeles (2/19/10) - ~3,000 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Greater Ebenezer Baptist Church (2/19/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Faithful Central (2/19/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

First AME (2/19/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Crenshaw Christian Center (2/19/10) - ~2,000 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Bryant Temple (2/19/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Trinity Baptist Church (2/21/10) - ~1,700 materials (including H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

St. Paul Evangelical Lutheran Church (2/21/10) - ~2,000 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take

Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Letter was sent to faith leaders requesting (2/22/10): pulpit announcement with messages about importance of getting H1N1 vaccination: H1N1 material distribution; and inclusion of H1N1 message in service bulletins. Letter was sent to: First Charity Baptist Church; St. John Baptist Church; St. Rest Baptist Church; St. Paul Baptist Church; New Bethel Baptist Church; Chapel Grove Baptist Church; Community Baptist Church; Ester Community Baptist Church; Pilgrim Baptist Church; Mt. Gilead Missionary Baptist Church; and Redeemer Baptist Church of Los Angeles.

Mount Moriah Baptist Church (2/22/10) - ~3,350 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy", and H1N1 bookmarks).

First Charity Baptist Church (2/22/10) - ~950 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

St. John Baptist Church (2/22/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

St. Rest Baptist Church (2/22/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Pilgrim Rest Baptist Church (2/22/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

New Bethel Baptist Church (2/22/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Chapel Grove Baptist Church (2/22/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Community Baptist Church (2/22/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Mt. Gilead Missionary Baptist Church (2/22/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Redeemer Baptist Church of Los Angeles (2/23/10) - ~1,700 materials (including "Wash Your Hands", H1N1 vaccine during pregnancy information sheets, "Take

Care of Yourself At Home" information sheets, "Staying Healthy" and H1N1 bookmarks).

Community Based Organizations:

WIC/Watts (10300 Compton Ave) (1/5/10) - 500 "Wash Your Hands" materials.

WIC/Watts (108 Compton Ave) (1/7/10) - 500 materials (including "Staying Healthy" and "Where & When to Get Vaccination" information sheets).

WIC (at Crenshaw & Rodeo) (1/7/10) - 1000 materials (including "Staying Healthy", "Wash Your Hands", and "Where & When to Get Vaccination" information sheets).

The Children's Collective, Inc. (1/14/10) - 1000 collateral materials.

Other:

Chief's Barber (1/8/10) in Lemeirt Park was provided with 80 priority group information sheets.

Dr. Cobb's Dental Office (1/11/10) - 250 materials (including "Take Care of Yourself At Home" information sheets, and "Wash Your Hands" materials).

Alma Reaves Woods Public Library (1/14/10) - 520 priority group information sheets.

Work Source Center (Watts/Wilmington) (1/14/10) - 350 priority group information sheets.

Baldwin Hills Mall (3/5/10) - hand sanitizer and H1N1 bookmarks for a Steve Harvey Show event.

Community Events

1/15/10: On-site vaccination was available during the Southern Christian Leadership Conference's Interfaith Prayer Breakfast. Vaccine was administered by Watts HealthCare Corporation at this event.

1/18/10: On-site vaccination was available during the Martin Luther King Parade. Vaccine was administered by T.H.E. Clinic.

2/19/10: On-site vaccination clinic was held at Community Build, Inc. at 8730 South Vermont Boulevard, Los Angeles, California.

2/25/10: On-site vaccination clinic was held at Los Angeles City College at 855 North Vermont Avenue, Los Angeles, California, during the "Holding On To the Legacy" event. Hand sanitizer and H1N1 bookmarks were distributed at the event.

2/26/10: On-site vaccination clinic was held at West Los Angeles College at 9000 Overland Avenue, Culver City, California, during the "Holding On To the Legacy" event. Hand sanitizer and H1N1 bookmarks were distributed at the event.

2/27/10: On-site vaccination clinic was held at West Los Angeles College at 9000 Overland Avenue, Culver City, California, during the "Men's Health Symposium" event. Hand sanitizer was distributed at the event.

3/10/10: On-site vaccination clinic was held at Los Angeles Southwest College at 1600 W. Imperial Highway, Los Angeles, California.

3/17/10: On-site vaccination clinic was held at the YWCA/Los Angeles Job Corps Center at 221 West 11th Street, Los Angeles, California.

Upcoming Community Events

On-Site vaccination clinic to be held at Wilshire Work Source Center's Job EXPO being held at Berendo Middle School at 1157 South Berendo Street, Los Angeles, California (4/24/10).

Summary of Contracted Partner Objectives

Media Partner

Voices, Inc. has the following objectives in the scope of work:

- Planning and execution of the “Shot on the Spot” (part of the “Love Yourself Campaign”) to build community awareness and encourage African Americans to get vaccinated;
- Utilize mobile clinics to promote the “Love Yourself Campaign”
Possible upcoming venues include the Pan African Film Festival opening weekend and African American Heritage Month at the Westfield Mall Art Exhibit.
- Conduct church outreach through bookmarks in bulletins and speakers bureau presentations to Ward AME, First AME, and West Angeles COGIC.
- Ensure media placement of commercials on Radio KJLH, cinematic boards at the Magic Johnson Theaters, and print messages in the So. West Wave and Sentinel through the end of May 2010.

Outreach Partners

Immunize LA, InMED, and Shields for Families, as partner agencies, have the following objectives in their scopes of work:

- Increase staff's knowledge and understanding of pandemic H1N1 influenza vaccine through DPH training on the goals, objectives, materials, and outreach methods that DPH has established for this project;
- Conduct ten health education and outreach activities for clients, staff, and agency partners to promote pandemic H1N1 vaccination and link clients to vaccination sites;
- Disseminate H1N1 materials specifically developed for the African American community, and enter into partner networks and coalitions, with entities who serve African American clients/communities;
- Conduct ten outreach events, community presentations, or street-based outreach activities to promote pandemic H1N1 vaccination and vaccination sites for African-American communities; and
- Coordinate with mobile medical units to provide no-cost pandemic H1N1 influenza vaccines at community events within the African-American community.

Community Health Councils has the following objectives in the scope of work:

- Increase staff's knowledge and understanding of pandemic H1N1 influenza vaccine through DPH training on the goals, objectives, materials, and outreach methods that DPH has established for this project;
- Conduct health education and outreach to 800 community contacts related to H1N1 vaccination promotion;
- Disseminate H1N1 information to all of their community networks; and
- Conduct eight outreach events including mobile unit outreach events to promote vaccination or link people to other free or low cost vaccination sites.

Mission City and The Children's Collective, Inc. (both Black Infant Health provider agencies) have the following objectives in their scopes of work:

- Increase staff's knowledge and understanding of pandemic H1N1 influenza vaccine through DPH training on the goals, objectives, materials, and outreach methods that DPH has established for this project;
- Conduct targeted and tailored one-on-one or small group sessions on the importance of H1N1 vaccinations for families and provide referrals and linkage to vaccination sites as appropriate with a minimum of 500 African Americans; and
- Plan and conduct educational community presentation(s) to increase community understanding of the importance of H1N1 vaccination and where attendees can get free or low-cost vaccinations.

Community Health Clinic Partners

T.H.E. Clinic, Watts HealthCare Corporation, and South Central Family Health Center have the following objectives in their scopes of work:

- Increase staff's knowledge and understanding of pandemic H1N1 influenza vaccine through DPH training on the goals, objectives, materials, and outreach methods that DPH has established for this project;
- Train staff in vaccine administration procedures;
- Plan, promote (among patients and the broader community), and conduct dedicated pandemic H1N1 vaccination clinics targeting the African-American community. (Clinics will be conducted during afternoon and evening hours (through at least 7:00 or 8:00 pm) at least one evening per week and on one weekend day for at least four hours through the end of March;

- Report doses administered based on CDC requirements; and
- Report adverse events based on CDC requirements

Mobile Clinic Partners

St. Francis Hospital and ***Cedars-Sinai (COACH for Kids)*** have the following objectives in their scopes of work:

- Increase staff's knowledge and understanding of pandemic H1N1 influenza vaccine through DPH training on the goals, objectives, materials, and outreach methods that DPH has established for this project;
- Train staff in vaccine administration procedures;
- Plan and conduct ten dedicated pandemic H1N1 mobile vaccination clinics in the African American community, two of which must be conducted in collaboration with community partners funded through this project;
- Report doses administered based on CDC requirements; and
- Report adverse events based on CDC requirements

Los Angeles Sentinel

January 21, 2010



THURSDAY, JANUARY 21, 2010

HEALTH & FITNESS

Ecumenical leaders take H1N1 vaccinations during 2010 Kingdom Week Interfaith Prayer Breakfast

The County of Los Angeles comes out strong in taking the initiative to bring awareness to the Black community about the H1N1 Flu shot. In recent events, The SCLC MLK Ministers Breakfast and the MLK Kingdom Day Parade, the County participated in a major community outreach. In partnership with a variety of community healthcare organizations, influential politicians are shown taking the vaccination in support of physical health.

President Barack Obama's picture supporting the flu vaccination was promoted at the parade to establish a trust within urban communities. Through the rain, support from black leaders, and with the help from the LA county department of public health, many people came together in this effort to get the word out about getting the free shot.

These events are just the beginning of uniting people, and the movement to fight this epidemic. As many begin to understand the importance of



Reginald Jones-Sawyer take H1N1 flu shot.

this vaccination, looking at it as an effort to bring public health and information to communities, more people will be

protected from the infection of this deadly virus. We hope to be the positive change within our communities, to look for

ward to a future of health, and more movements such as these where the County is offering education and support.

EDUCATION & COMMUNITY NEWS

The Black Community Gets Education About the H1N1 Flu Shot

By Tomorn Wright

The County of Los Angeles comes out strong in taking the initiative to bring awareness to the black community about the H1N1 Flu shot.

In recent events, The SCLC MLK Minister's Breakfast and the MLK Kingdom Day Parade, the County participated in a major community outreach. In partnership with a variety of community health-care organizations, influential

politicians are shown taking the vaccination in support of physical health.

President Barack Obama's picture supporting the flu vaccination was promoted at the parade to establish a trust within urban communities.

Through the rain, support from black leaders, and with the help from the Black Leadership Awareness Cultural Club at Harvard Westlake High School, many people came to-

gether in this effort to get the word out about getting the free shot.

These events are just the beginning of uniting people, and the movement to fight this epidemic. As many begin to understand the importance of this vaccination, looking at it as an effort to bring public health and information to communities, more people will be protected from the infection of this deadly virus.

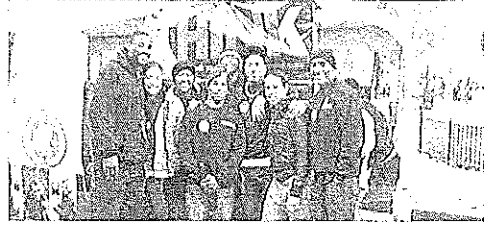


Photo by Ian Foxxx
Black Leadership Awareness Cultural Club of Harvard Westlake High School at the Martin Luther King, Jr. Kingdom Day parade in Leimert park.

Obama's Stimulus Bill Includes Huge Student Aid Investments

(ARA) - The Obama administration has set forth an extensive bill designed to get the economy out of the recession and moving again. This \$70 billion bill has a large portion directed towards students and investing in their education.

House Appropriations Committee Chairman Rep. David Obey (D-Wisc.) said, "Our short-term task is to try to prevent the loss of millions of jobs and get our economy moving. The long-term task is to make the needed investments that restore the ability of average middle income families to increase their income and build a decent future for their children." The financing for con-

tinuing education will help people get the skills and knowledge they need to get jobs in the future, thus boosting the economy.

According to the summary of the bill released by the House Appropriations Committee, the bill would provide the following additional funding for student aid:

- Pell Grants: \$13.6 billion to increase the maximum Pell Grant by \$500, from \$4,850 to \$5,350 for the 2009-2010 academic year.

- Federal Work-Study: \$490 million to support undergraduate and graduate students who work

- Student Loan Limit

Increase: Increased limits on unsubsidized Stafford loans by \$2,000.

- Student Aid Administration: \$50 million to help the Department of Education administer student aid programs while navigating the changing student loan environment. The bill also provides funding that will benefit higher education institutions, including:

- \$20 billion for school renovation and modernization, including technology upgrades and energy efficiency improvements. \$14 billion for K-12 and

\$6 billion for higher education.

- \$1 billion for 21st century classrooms, including computer and science labs and teacher technology training.

- \$79 billion in state fiscal relief to prevent cutbacks to key services, including \$39 billion to local school districts and public colleges and universities distributed through existing state and federal formulas, \$13 billion to states as bonus grants as a reward for meeting key performance measures, and \$25 billion to states for other high-priority needs such as public safety and

other critical services, which may include education. "These kinds of incentives from the government don't come along very often," says Janet Hill, financial aid and education counselor at ClassesAndCareers.com, a free online education service. "If people have been thinking of going back to school, now would be the time to do it. If they are hurting financially, they can easily get the money they need to get a degree." These benefits are set to expire after the 2010-2011 school year and are

Please see Obama, page 8

Governor 'Commutes' Sentences of 6,000 Inmates

(Continued from page 1)

leave in their wake before being reinstated for committing new crimes. Our concerns are supported by research," stated Weber. In an extensive study titled *The Effect of Prison Release on Regional Crime Rates* (Brookings-Wharton Papers on Urban Affairs, 2004), UC

Berkeley Professor Steven Raphael and UCLA Professor Michael Stoll explicitly document a rise in crime correlated to prison release and warn of the dangers of large releases - like the one we are on the verge of. The full report can be viewed at <http://www.jstor.org/pss/25067409>

Education Secretary Suggests NCAA Tie Post-Season Play to Graduation Rates

WASHINGTON (AP)—Education Secretary Arne Duncan on Wednesday said poor graduation rates among some U.S. college basketball programs would improve if the NCAA linked post-season play to the number of student-athletes getting their diplomas.

"They should make a rule that if you're below a certain point, you don't qualify for the tournament," Duncan told reporters at the Capitol. "And I guarantee that would fix the problem in a hurry. I promise you that. We'd fix this thing overnight." Duncan, who played basketball at Harvard University, said 25 per cent of men's basketball teams in last year's NCAA tournament graduated less than two out of five players. "You had four teams that didn't graduate any African-American players. Zero. If that was my son, I don't know if I would want him playing there," Duncan said. "And why did we

allow them to play in this tournament, make all this money, be on national TV, and they're not graduating any kids?"

He did not name any specific schools.

Duncan had weighed in on the issue in a speech last week at the NCAA convention in Atlanta, where he also criticized coaches who move to new jobs while their former schools are being investigated for violations.

Asked about the speech Wednesday, he joked, "They might not invite me back."

Citing himself as an example, Duncan said taking part in collegiate athletics can be beneficial to students.

"I think maybe, in addition to the military, this is the largest producer of future - potential future leaders in the country," he said. "Why I care so much about it is I love the values that you can learn through a quality experience."

(Continued from page 1)

ing a snapshot of how many people there are and where they live. Based on the census figures, the state's population is then divided evenly into districts for the state Senate, Assembly, and Board of Equalization. This is called redistricting.

In California, the State Legislature has historically drawn these district maps. In 2011 a citizens commission, formed by the state auditor, will be in charge of redrawing the state district maps. The commission will be comprised of five Democrats, five Republicans, and four others

These individuals will be drawn from a pool of candidates from across the state. To qualify, candidates must:

- Be a registered voter in California for at least the last five years with the same party (or non-party) affiliation.

- Have voted in at least two of the last three statewide general elections.

- Have relevant analytical skills, be impartial and appreciate California's diversity.

The 14 commissioners will be selected by Dec. 31. Once elected, the commissioners will hold meetings around the state to

listen to residents describe their communities, neighborhoods and what issues are important to them. The commission will use this information and draw district maps with an equal number of people in each district. The public hearing period runs from Jan. 1 2011 to Sept. 15, 2011. The commissioners may spend 10-40 hours a week or more on their responsibilities. Commissioners will be paid \$300 per day, plus reimbursement of personal expenses. For more information on job specifications and requirements, visit www.redistrictingca.gov

Marian Wright Edelman to Speak Empowerment Summit

(Continued from page 1)

Student Union at California State University, Dominguez Hills, located at 1000 E. Victoria Street in Carson. The keynote address will be delivered by Marian Wright Edelman, the nationally acclaimed founder of the Children's Defense Fund, who will discuss the organization's partnership to open innovative "Freedom Schools" in the Second District.

The Empowerment Congress, which Ridley-Thomas founded when he was a member of the Los Angeles City Council, is widely viewed as the precursor to the City of Los Angeles' Neighborhood Councils. Last year, a record 1,200 residents and elected officials attended the Empowerment Congress summit.

This year's theme is "We are the Second District: Educated, Engaged and Empowered for Action." Workshops will include panel discussions on the building of a new Martin Luther

King, Jr. Hospital and participation opportunities as well as economic development opportunities along the Crenshaw Boulevard to Los Angeles International Airport light rail system. Together, the two projects will generate more than \$2 billion in public investments and over 16,000 jobs.

Another workshop will focus on Freedom Schools. Supervisor Ridley-Thomas plans to open five of the schools this year in conjunction with the Children's Defense Fund. The organization operates more than 100 of the schools nationwide. The six-week summer program is designed to foster a love of reading, self-esteem and encourage parental involvement in civic engagement and social action.

In addition to the informative speakers, more than two dozen County departments will staff booths offering a variety of information and resources -- and the Public Health Department will administer free H1N1 flu

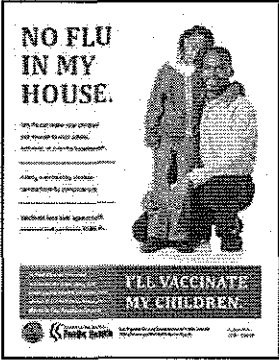
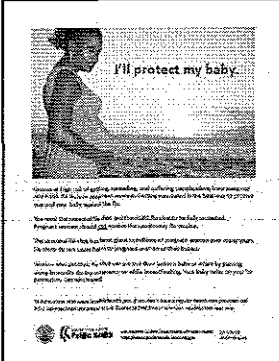
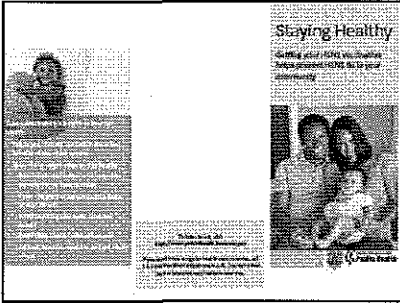
vaccinations on site. Supervisor Ridley-Thomas, who in December completed his inaugural year as the first new member of the Board of Supervisors in 15 years, will deliver his "State of the Second District" address.

The summit will also provide residents with an opportunity to provide their input and make connections at a free networking luncheon.


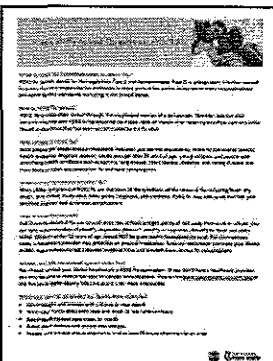
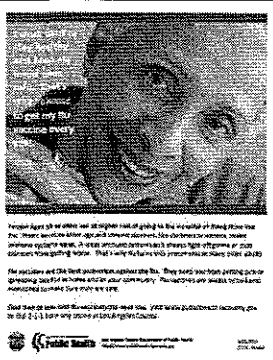
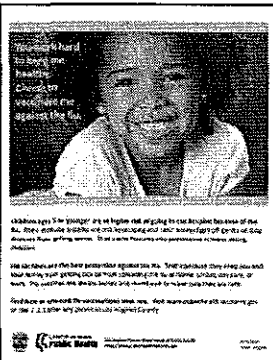
"I made a promise during the campaign to bring the work of the Empowerment Congress with its commitment to education, engagement, and empowerment to the cities and communities that make up the Second Supervisorial District," Supervisor Ridley-Thomas said. "Each year, we come together to listen, to learn, to share and to lead a new constitutional-based movement for change."

Parking is free. For more information, please call 213-743-7200, or log onto www.empowermentcongress.org

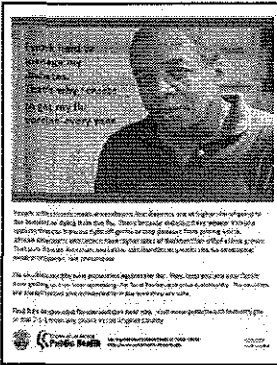
H1N1 Outreach Toolkit Catalog

Resource	Description
	<p>No Flu in My House <i>PDF Flyer</i> Target: African American families Readability level: 9.0</p> <p>This flyer encourages African American parents to protect their household against the flu by getting their school-aged children vaccinated.</p>
	<p>I'll protect my baby <i>PDF Flyer</i> Target: Pregnant women; breastfeeding women Readability level: 8.1</p> <p>This flyer encourages pregnant and breastfeeding women to get vaccinated against seasonal and H1N1 flu to help protect themselves and their unborn baby or infant. It highlights how pregnant and breastfeeding women who get vaccinated pass along their immunity.</p>
	<p>Staying Healthy <i>PDF Brochure</i> Target: African American communities Readability level: 9.0</p> <p>This brochure offers an overview of H1N1. It details those at highest risk for complications from H1N1, and addresses concerns around H1N1 vaccine safety. It also provides tips for staying healthy during flu season.</p>

H1N1 Outreach Toolkit Catalog

	<p>Our health is in our hands <i>PDF Poster</i> Target: African American families and communities (e.g. schools and churches) Readability level: 6.6</p> <p>This poster encourages African American families and community members to take their health into their own hands by getting vaccinated against H1N1.</p>
	<p>Frequently Asked Questions: H1N1 Flu <i>PDF Flyer</i> Target: General population Readability level: 9.0</p> <p>This flyer answers common questions about H1N1, including what it is, how it spreads, and its symptoms.</p>
	<p>Choose to get vaccinated: Seniors <i>PDF Flyer</i> Target: Seniors Readability level: 6.9</p> <p>This flyer highlights the importance of seniors getting vaccinated against the flu.</p>
	<p>Choose to get vaccinated: Children <i>PDF Flyer</i> Target: Parents Readability level: 6.6</p> <p>This flyer highlights the importance of getting children getting vaccinated against the flu.</p>

H1N1 Outreach Toolkit Catalog



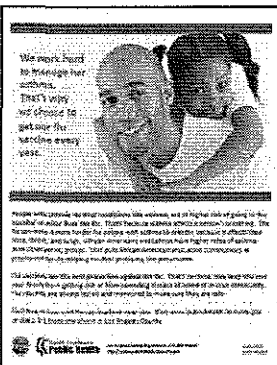
Choose to get vaccinated: Diabetes

PDF Flyer

Target: People with diabetes

Readability level: 9.0

This flyer highlights the importance of people with chronic conditions like diabetes getting vaccinated against the flu.



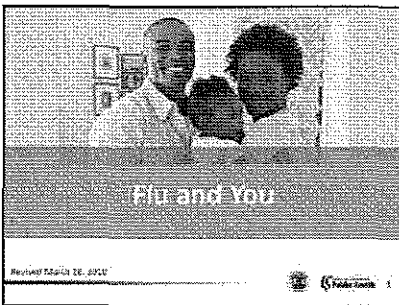
Choose to get vaccinated: Asthma

PDF Flyer

Target: Families of children with asthma

Readability level: 8.3

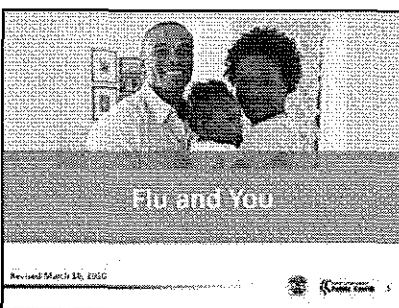
This flyer highlights the importance of getting children with asthma, as well as their families, vaccinated against the flu.



Flu and You (long)

Powerpoint Presentation

This presentation provides an in-depth look at H1N1 and the importance of vaccination.



Flu and You (short)

Powerpoint Presentation

This short presentation provides a quick overview about H1N1 and vaccination.

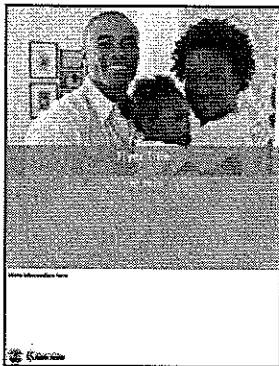
H1N1 Outreach Toolkit Catalog

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Powerpoint evaluation

Microsoft Word File/PDF File

Use this tool to evaluate your H1N1 outreach trainings.



Flyer template

Microsoft Word File

Use this template to create your own flyers for upcoming events or announcements.

Section 1

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Agenda template

Microsoft Word File

Use this template to create your own agendas for upcoming meetings.

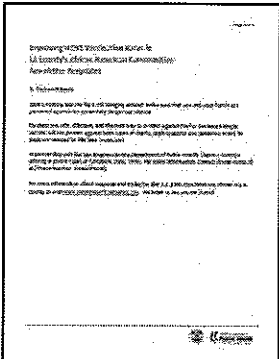
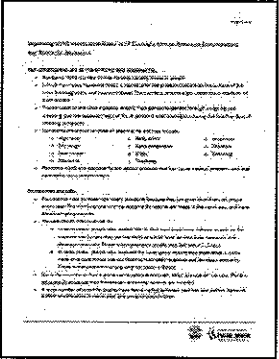
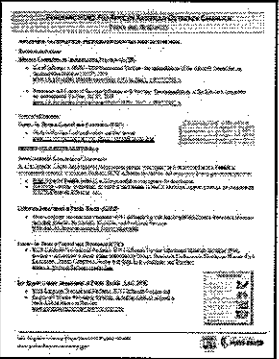
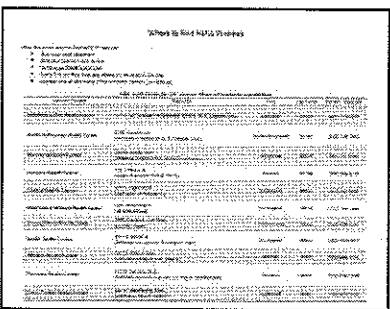
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Email template

Microsoft Word File/PDF File

Use this email template as a guide when sending out emails to your community partners.

H1N1 Outreach Toolkit Catalog

	<p>Newsletter template <i>Microsoft Word File/PDF File</i></p> <p>Use this template as a guide when drafting content about H1N1 to include in your newsletters.</p>
	<p>Speaking points <i>PDF File</i></p> <p>Use these speaking points as a reference when answering questions about H1N1.</p>
	<p>Resource Guide <i>PDF File</i></p> <p>This guide provides you with additional resources on H1N1, such as educational materials, trainings, and vaccine providers.</p>
	<p>Where to Find H1N1 Vaccines <i>PDF Flyer</i></p> <p>This flyer lists ways to locate H1N1 vaccines.</p>